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**REVOCATION OF POWER OF  
ATTORNEY WITH  
NEW POWER OF ATTORNEY  
CHANGE OF CORRESPONDENCE ADDRESS  
AND  
STATEMENT UNDER 37 CFR 3.73(b)**

Application Number: 10/786,149  
Filing Date: February 26, 2004  
First Named Inventor: Iris Pecker  
Art Unit: 1644  
Examiner Name: Marianne Dibrino  
Attorney Docket Number: 27595

Commissioner for Patents  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

I hereby revoke all previous powers of attorney given in the above-identified application, and appoint the following agent to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Martin D. MOYNIHAN      Registration No. 40.338

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I am the:

**Applicant/Inventor**  
Assignee of record of the entire interest. Statement under 37 CFR 3.73(b):

Insight Strategy & Marketing Ltd., a corporation, is the owner of the entire right, title, and interest in the above-identified application by virtue of an assignment from the Inventor(s), the assignment being recorded in the USPTO at Reel 016701, Frame 0439. The undersigned is authorized to act on behalf of the assignee.

**SIGNATURE of Applicant or Assignee of Record**

Signature J. Tamari  
Name Gi Tamari  
Date 11.11.05